



4601 NE 77th Ave, Ste 240
Vancouver, WA 98662 USA
www.wusata.org

STATE MEMBERS:

*Alaska Dept. of
Natural Resources*

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*Nevada Committee on
Economic Development*

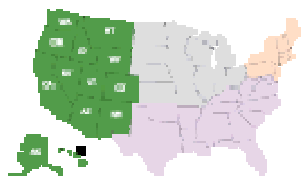
*New Mexico Dept. of
Agriculture*

Oregon Dept. of Agriculture

*Utah Dept. of Agriculture &
Food*

*Washington State Dept. of
Agriculture*

Wyoming Business Council



WUSATA Branded Program funds are available to small companies that qualify. Current Branded Program Participants may receive up to 50% reimbursement of eligible expenses. Pre-qualification for reimbursement is mandatory. Please contact Ann Buczkowski at ann@wusata.org for further details. Phone: (360) 693-3373.

Middle East Inbound Buying Mission

October 11th – 15th, 2010
California and Idaho

Benefits from participating in this activity:

- Increase awareness and visibility of U.S. products
- Meet one-on-one with foreign importers/distributors
- Expand foreign market sales into the Middle East

The California Department of Food and Agricultural and Idaho Department of Agriculture, in cooperation with Western United States Agricultural Trade Association (WUSATA), will be coordinating participation in the following activity:

Middle East Inbound Buying Mission
October 11th, 2010 - Idaho
October 12th – 15th, 2010 - California

The booming supermarket industry is highly competitive, and offers a great opportunity for U.S. products among Middle-Eastern importers and distributors who fuel the growing super/hypermarket sector. More than 60 percent of food imports are processed foods positioning the Middle East as United States fifth largest regional trading partner with sales of more than \$4.9 billion.

Consumers are becoming more aware of the health benefits in packaged food and are paying close attention to packaged food labeling and nutrition information. The health and wellness trend in the Middle East particularly United Arab Emirates is increasing demand for value added products with health benefits.

Participating companies are encouraged to be export ready, bring samples and product list, and be prepared to discuss pricing.

Suitable products include, but are not limited to:

- | | |
|-----------------------------|---------------------|
| ✓ Beverages (non-alcoholic) | ✓ Confectionary |
| ✓ Snack foods | ✓ Specialty gourmet |
| ✓ Ingredients | ✓ Appetizers |
| ✓ Cakes/pastries/desserts | ✓ Private label |

Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging.

For additional information, please contact:

Alicia Rios
Center for Int'l. Trade Development
Phone (559) 324-6401
Email: alicia.rios@scccd.edu

Jerry Ward
Idaho Department of Agriculture
Phone: (208) 332-8537
Email: Jerry.Ward@agri.idaho.gov

If you are interested in registering for this activity, please complete and return the attached reservation form by: **October 4th, 2010**



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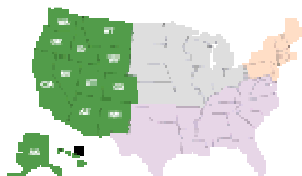
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Activity Registration Form

Middle East Inbound Buying Mission

October 11 – 15, 2010

California and Idaho

COMPANY INFORMATION:

Company Name: _____

Contact Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: () _____ Fax: () _____

E-mail: _____ Web site: _____

PRODUCT INFORMATION:

Please list all of the products being promoted and attach a second page if necessary.

Brand	Product Description	Do you own the Brand?	If no, list the name of the Brand Owner

ACTIVITY INFORMATION:

There is no participation fee associated with this event.

(Please check one location of choice)

Idaho – Jerry Ward (208) 332-8537

☐ Boise, ID October 11, 2010 (Showcase)

California – Alicia Rios (559) 324-6401

☐ San Francisco, CA October 12, 2010 (Facility visits available)

☐ San Francisco, CA October 13, 2010 (Product showcase)

☐ Los Angeles, CA October 14, 2010 (Facility visits available)

☐ Los Angeles, CA October 15, 2010 (Product showcase)

If you are interested in providing a facility visit, please contact the project manager noted above.

Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging.

Please note: As a participant in this activity, you will be asked to fill out a Company Evaluation form and a follow-up evaluation at 6 months. All information gathered will remain confidential and will only be used in aggregate form.

RESERVATION DEADLINE: **October 4th, 2010**

Return the completed Activity Registration Form by FAX to: **(360) 693-3464**

Authorized Signature: _____

Printed Name: _____

Date: _____